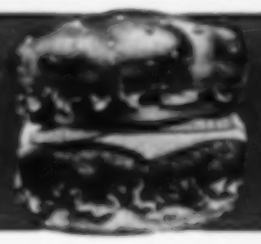
C5150-5

Watch out: Here comes the battle of the bigger burgers
—Focus/F5-6

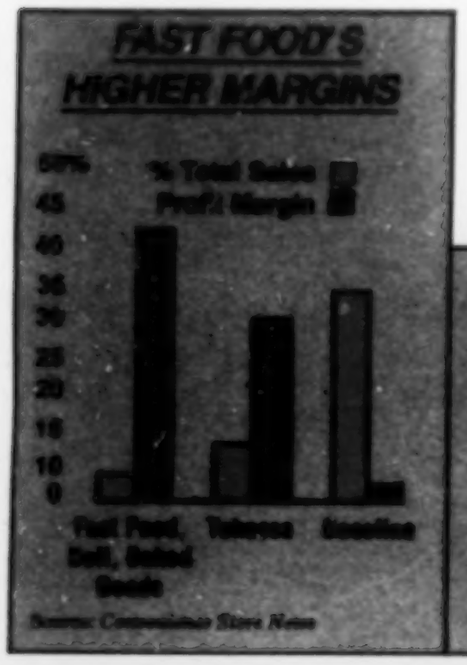


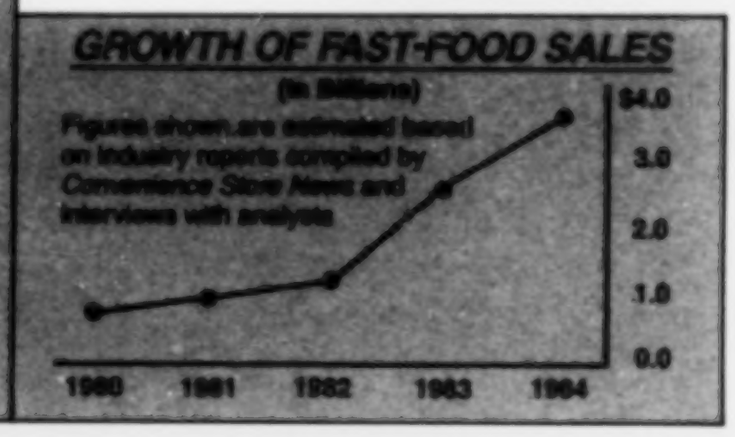
Hello Columbus, the capital of the fast-food industry
—Page 22

Nation's Restaurant News®

The Weekly Newspaper of the Food-Service Industry

Vol. 19, No. 4. Published every Monday by Lebhar-Friedman Inc.; $1 a copy, $18 a year January 21, 1985





C-stores' fast-food sales soar

7-Eleven, others put high priority on food service

By Mark Schoifet

Convenience-store chains, spurred by whopping profit margins and increasing public acceptance of their outlets as viable places to eat, are staking a larger claim in the fast-food market.

Fast food now accounts for about 11%—or about $3.5 billion—of all in-store (nongasoline) sales at the 55,000 convenience stores in the United States and Canada, and industry analysts expect that figure to climb toward 20% in the second half of the decade.

C-stores, as they are called, accounted for about 8% of all fast-food sales in 1984 and are beginning to be recognized as legitimate competitors with traditional fast feeders.

"We're not a fast-food restaurant, and we don't pretend to be," said Stephen Schwitalla, vice president food-service at the 2,650-unit Circle K

*(See **C-STORE**, page 59)*

Down-home cooking

More independents, newer chains serve up 'stick-to-the-ribs' cuisine

By Susan Spedalle
Food Trends Editor

Ronald Reagan would probably be surprised to hear that he was responsible for creating a food trend.

But the President's penchant for nostalgia and patriotism is just one of the factors restaurateurs say are fueling a renaissance of humble, comforting home-cooked foods.

Mothers, half of whom hold jobs out of the home—according to national statistics—aren't cooking big Sunday dinners anymore. Convenience reigns supreme, and home-cooked foods like macaroni and cheese, meat loaf and pork chops with applesauce have been shoved aside by frozen lasagne, easy-to-prepare hamburgers and the 60-Minute Gourmet.

But in such cities as New York, Boston, Manhattan Beach, Calif., and Fort Lauderdale, Fla., customers are now willing to do what was previously unthinkable—go to

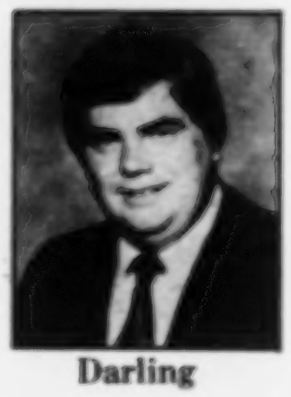
*(See **HOME**, page 14)*

More independents and some newer chains have made home-style cooking their specialty.

BK picks Darling as new president

By David Zuckerman

MIAMI — Jay O. Darling, executive vice president for operations support services, has been named to replace Burger King president and chief operating officer Jerome B. Ruenheck, who resigned. The appointment of Darling is effective immediately.



Darling

Darling, 36, joined Burger King 14 years ago as an assistant restaurant manager and was part of the young corps of executives credited with helping to revive the chain over the past two and a half years. Until last September he served as executive vice presi-

*(See **BK**, page 59)*

INSIDE NRN

EASTWOOD'S INN
A Hollywood hero keeps his food service simple . . . F9

GIAMBELLI'S 25TH
Innovation and hard work keep it fresh 42

INDEX

Sections:		Columns:	
Advertising & Promo	9	Ad/Promo Perspective	9
Classified	53-58	Beer, Wine & Spirits	F2
Financial News	60-62	Bread and Circuses	F2
Food Trends	14	Commodities	4
Opinion	7, 8	Currents in Cuisine	14
People	44	Editors' Journal	8
Washington News	47	Spotlight on Finance	62

NEWSPAPER

Hochstein · Rost

006316C NR
MS. JEANNE LONG
CONGRESSIONAL INFO. SERV 458
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814

Brock sells Residence Inns

Stakes chain's future on pizza-and-games segment

By Rick Telberg and Peter Romeo

DALLAS — With the sale of its 33-property Residence Inns long-term-stay hotel chain, beleaguered Brock Hotel Corp. is effectively quitting the lodging business to wager its remaining resources on its ShowBiz Pizza Place and Chuck E. Cheese pizza-and-game concepts.

Betting a new entertainment package that includes nonvideo games for adults and reprogrammed robots that can hold conversations with children will prove the concept viable, chairman Robert Brock has reportedly told remaining managers: "The future of what is now known as Brock Hotel Corp. is in 'the

*(See **BROCK**, page 59)*

U.S. food-service sales up 10% in '84

By Ken Rankin
Washington Editor

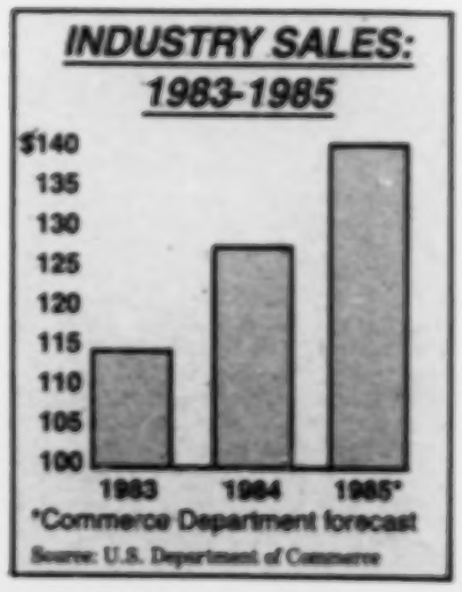
WASHINGTON — American dining and drinking places posted total sales of more than $127 billion in 1984, up 10% from the 1983 level, according to a new set of industry performance figures expected to be released by the Commerce Department this week.

If these projections for 1985 are on target, food-service industry sales should rise by another 10%, to a record $140 billion.

But the new forecast also contains some disturbing news for restaurant workers and individuals seeking food-service employment: The industry's long-heralded ability to generate jobs appears to be slipping.

On balance, however, the new *U.S. Industrial Outlook* for 1985 provides a robust forecast for the restaurant industry for the remainder of the decade, and it suggests that food-service operators can expect the same level of sustained growth that charac-

*(See **REPORT**, page 10)*



Neville: Going out with his boots on

A parting look at an officer and a gentleman of the NRA

By Charles Bernstein

WASHINGTON — The Marine battalion commander led his troops onto the beachhead that gloomy day over 40 years ago as the Battle of Guadalcanal began. Within 30 minutes half the American officers had been killed by Japanese sharpshooters.

But the Marine infantry commander survived this and other fierce World War II battles in the Pacific and later in the Korean and Vietnam Wars. He was always an inspiration to his troops. He even miraculously survived an explosion that buried him in a pile of rubble.

Later he survived in a different way through numerous challenges at the National Restaurant Association for the last 17 years and proved an incredible inspiration to his staff there, too.

Robert B. Neville, who died Jan. 7 at age 67, was a Marine and a trooper to the end. As much as he inspired the servicemen under his command, and then his staff people, he inspired all who knew him even more by his valiant two-year struggle against cancer.

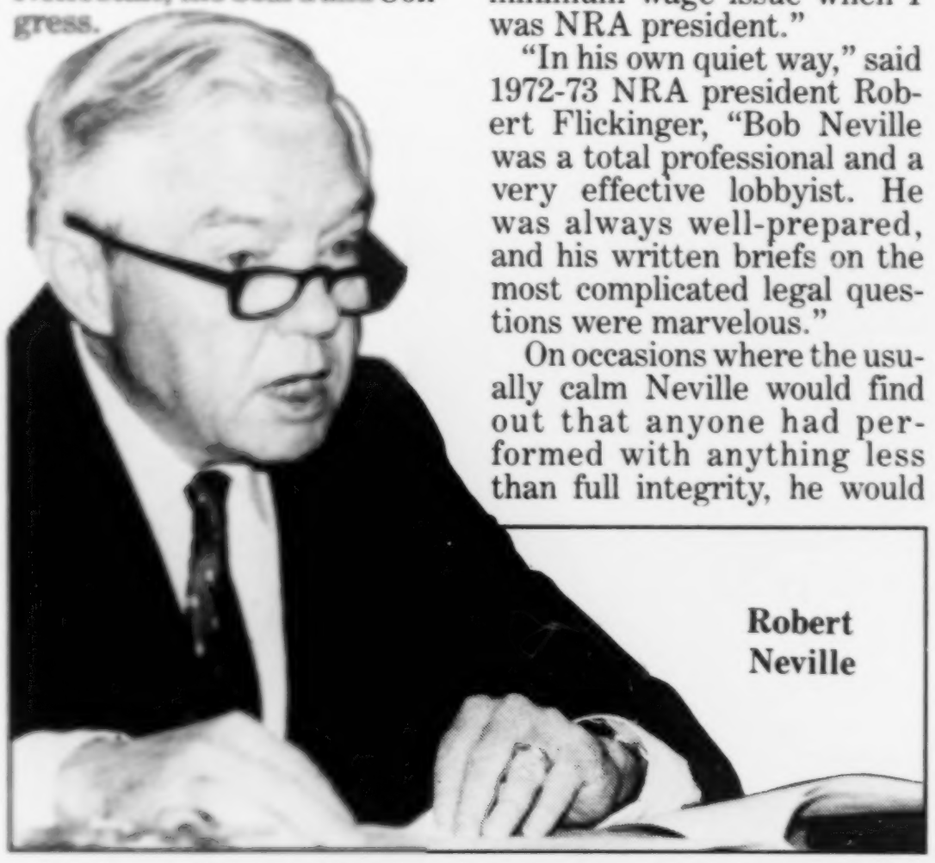
"I'm going out with my boots on," he would say last fall as he strove to remain active against the unrelenting ravages of the disease.

Bob Neville was a true officer and a gentleman, perhaps one of the last of the "old school." But his gentle nature and kindness were sometimes mistaken as signs of weakness, when actually he was tough as nails whenever the occasion demanded.

He was universally respected—even by his staunchest adversaries. After a bitter battle a few years ago between Neville and Sen. Robert Dole (now the new Senate majority leader) over tip credit reporting rules and a threatened reduction in entertainment and meal tax deductions, Dole wrote a letter to Neville, it has been learned, stating that "it was a tough struggle for both of us, but I have nothing but the greatest admiration and respect for you."

Neville said not too long ago, "I don't know why some people think I'm soft. I've taken the toughest actions necessary with staffers whenever the situation demanded it."

Bob Neville was loved by all who knew him. He maintained total integrity and credibility in all his dealings with the NRA staff, the board and Congress.



Robert Neville

"Bob worshipped fairness," says one source close to him. "He would act with due deliberation, but once he made up his mind on any question, he would take immediate action."

During a traumatic period for the NRA in the early 1980's, it was Neville who held the NRA together, both in legislative and lobbying struggles and on the staff.

"Bob Neville was really our salvation during the most trying times," said one NRA board leader of that period. "He offered stability and reason in a time of turmoil. And Bob had the guts to make the tough decisions on the staff. Thank goodness he was there."

Another board source, Chicago's Patrick O'Malley, NRA 1976-77 president, called Neville "the most humble, knowledgeable guy you'd ever want to know. He had humility, but no individual ever made a greater contribution to the NRA than Bob Neville."

Neville expressed himself eloquently on Capitol Hill, O'Malley recalled, "and I particularly remember his tremendous fight for us on the minimum wage issue when I was NRA president."

"In his own quiet way," said 1972-73 NRA president Robert Flickinger, "Bob Neville was a total professional and a very effective lobbyist. He was always well-prepared, and his written briefs on the most complicated legal questions were marvelous."

On occasions where the usually calm Neville would find out that anyone had performed with anything less than full integrity, he would become enraged and let the person know it. But he kept a perspective and balance on where things fitted.

Bob Neville's character was molded very early in a poverty-stricken childhood in Willoughby, Ohio. As a teenager, he would give up meals just to scrounge up 25¢ to see a Shakespeare play. He had a respect for the finer things of life and for the underdog. But most of all, he was totally unassuming and modest even when he had literally pulled himself up by his bootstraps and steadily risen in stature.

He joined the NRA's Washington staff as assistant counsel in 1968 after retiring as a Marine colonel and chief legal adviser to the Marine commandant. He became NRA Washington counsel and head of its Washington office.

After the NRA moved its headquarters from Chicago to Washington in 1979, he served as acting staff chief and executive vice president periodically until finally being named permanently to the staff chief's post in May 1982. He held the post until last February, when his illness finally forced him to step down and William P. Fisher returned to the NRA in his former capacity as staff chief and executive vice president.

Neville was a masterful thinker who insisted on putting all sides of a question on paper. He had an astounding memory and constantly shocked congressmen by recalling names and events that they had long forgotten.

Neville, who had a love for constitutional law, was also adept in tax and labor law and engineered many of the political victories that the food-service industry achieved over the last several years.

He had a problem when he worked in the advocate general's office on legal cases: "He argued his cases for defendants so eloquently and so astutely in the military that many of the people he defended were found innocent. Then every military person accused of anything wanted Bob to represent him, and Bob just didn't have the time to represent them all," said a military source.

Neville is the only known Marine officer to achieve the status (in the 1960's) of a Navy judge advocate general.

As a Marine staff colonel in Vietnam, Neville recalled, "I'd often be surprised to pick up the phone and hear President Johnson relaying commands and questions through me about battle plans."

Neville's staff people admired him. "He was the best boss anyone ever had," said long-time NRA secretary Ruth Tracy. "I saw him get really angry only twice in 16 years, and I could only tell by his body tensing up. He was able to keep his emotions inward when necessary."

"Bob was a warm, behind-the-scenes person," observed NRA 1968-72 staff chief Richard Brown. "He was able to bring chains and small operators together at a time of polarization in the early 1970's."

"Bob Neville was a thoughtful boss, demanding top quality but always sensitive to individual aspirations," said Susan Mills, veteran NRA research director.

Neville is survived by his wife, Annie, at their home in Arlington, Va.; a brother, Donald C. Neville; a daughter, Breen Anne Buff, in Wyoming, and an infant grandson, Allen Robert Buff.

In his final days Neville was overjoyed with the birth of a grandson and felt everything was worthwhile with his whole family present during the toughest weeks when he was in the greatest pain. He always gritted his teeth and somehow persevered then, just as he had done with the Marines and with the NRA.

Funeral services were conducted Jan. 10 at the Fort Myer, Va., Old Post Chapel, and burial was in adjacent Arlington National Cemetery.

A large contingent from the Marine Corps, serving as an honor guard, paid special tribute to Neville outside the chapel and at Arlington.

Perhaps the most compelling tribute was given some years ago, and held true through the present, by House of Representatives former reading clerk Jonas Bartlett, who said that "Bob Neville may be too self-effacing. He is not a personal promotion and recognition operator."

Bob Neville indeed got the job done beautifully every time, without fanfare or frills. He expertly controlled each stern test he faced right to the end.

COMMODITIES

Avian flu aftermath: Overproduction and low prices

By Gary S. Friedman

Commodities Analyst

The results of last year's avian influenza outbreak are now in the second- and third-generation stages of what were expected to be market adjustments. The table egg market has been particularly affected, with prices in the Eastern wholesale markets trading so far in the first quarter of 1985 at 50¢ per large dozen and at 42¢ per medium dozen.

Quite a few eggs got scrambled if you compare these prices to the first quarter of 1984, when table eggs were trading at about $1.03 per dozen. During the avian influenza scare egg buyers were in less strong a position to negotiate and were simply price takers.

Today's price drop to these low levels was due of course to overproduction cycles that have just recently begun. As producers all began to build laying stocks when the egg prices were above $1, misguided thought held that the scare would carry over until the young chickens became productive. Because the Agriculture Department (U.S.D.A.) ordered eradication of infected birds, the disease was held in check—until now.

At current price levels, no one is making money. The U.S.D.A. estimates that the cost of production is about 15¢ above the current market clearing levels. Yet because of the natural inclination to build when prices are high and because of the time lag of the birds' natural laying cycle, laying flocks are still growing while prices fall.

The third quarter of 1984 had stocks increasing 2% over the prior quarter and the fourth quarter of 1984 saw a 4% increase. Analysts are predicting that laying stocks will be 2% to 4% higher in the first quarter of this year.

The only current culling of the flocks is in the older layers. As the younger, more productive pullets come into production now, the older, recycled birds are no longer justified in economic terms.

Since the problem is still one of overproduction in a slowing market, it is hoped that a sufficient quantity of the recycled layers taken out of production will more than offset the new production coming in. If older flocks can be cleaned up by Easter—a traditional boom time in the table egg market because of traditional Easter egg hunts and holiday baking—expect to see a slight improvement in egg prices.

PRICE MOVEMENT AT A GLANCE

	Jan. 10, 1985	Year Ago
Barley, top quality, Mpls., bu.	$2.35-$2.55	$2.80
Beef, 700-900 lb., Mid-U.S., lb., f.o.b.	$0.99	$1.03
Broilers, dressed "A," N.Y., lb.	$0.5511	$0.6183
Butter, AA, Chicago, lb.	$1.41	$1.41
Eggs, large white, Chicago, doz.	$0.48-$0.50	$1.11
Hams, 17-20 lb., Mid-U.S., lb., f.o.b.	$0.70	$0.69
Potatoes, round white, Maine, 50 lb., f.o.b.	$2-$2.15	$4.075
Sugar, cane, raw, world, lb., f.o.b.	$0.0333	$0.0675

Source: NRN Research

FOOD-SERVICE CHAIN STOCK ANALYSIS TABLE

Index up 1.5 pts. to 104.5; recovers previous loss

(Continued from page 62)

Holiday Inns led the volume trends list after announcing it planned a 10-million share buyback program. Holiday Inns shares traded more than 400% heavier, representing 10% of all shares outstanding, than the stock's 12-week average. The price gained $3.63, to close at $46.50.

The week's leading price loser was One Potato Two, down 50¢, to $1.88, a new 52-week low. One Potato Two said it will take a $4 million write-off in the fourth quarter ending Jan. 30, stemming from its plans to close as many as 22 of its 116 outlets.

Brock Hotel Corp. was one of the leading winners in the week, advancing 63¢, to $4. Brock said it was selling its 33-property Residence Inn chain.

Among other stocks in the news recently, Diversifoods, which has undergone a top management shuffle, was unchanged at $9.

Among the most widely held issues, McDonald's gained $2.63, to $54.63. Wendy's, up 13¢, to $16.88. Church's, up $2.38, to $32.38, after flirting in the week with its 52-week high of $32.63. Ponderosa, up 75¢, to $13.75.

Peoples Restaurants led the price winners list, with a 19¢ gain, to 56¢. Fuddruckers was up $2, to $10.88. D'Lites of America, up $2.63, to $15.38. Kelly-Johnston, up 38¢, to $2.25.

VOLUME TREND LEADERS

Company Name	Volume Trend Change %	Company Name	Volume Trend Change %
Holiday Inns	407.0	Flakey Jakes	152.8
Concept Dev	254.5	Fuddruckers Inc	152.7
Nathans	222.5	Churchs Fr Ch	147.7
Ramada Inns	165.8	Nankin Express	145.7
Intl King Tab	161.3	Dunkin Donuts	128.0

TOP TEN GAINERS

Company Name	Weekly Price Change %	Company Name	Weekly Price Change %
Peoples Rest	50.0	Hungry Tiger	18.2
Fuddruckers Inc	22.5	Concept Dev	17.2
DLites Of Amer	20.6	Ramada Inns	16.3
Kelly-Johnston	20.0	USACafes	15.4
Brock Hotel Cp	18.5	Nathans	15.0

TOP TEN LOSERS

Company Name	Weekly Price Change %	Company Name	Weekly Price Change %
1 Potato 2	- 21.1	Kapok Cp	- 8.7
Nankin Express	- 20.0	Rax Restaurants	- 7.7
Fresher Cooker	- 13.2	SIS Cp	- 5.9
Good Taco	- 12.5	Sea Galley	- 5.2
Old Fashion Fd	- 11.1	Servico Inc	- 4.7

	Stock Market												Financial Update																	
	Price							Volume																						
		Weekly Change		Weekly Range		52-Week Range		Weekly Shares Traded		12-Week Avg. Vol.	Volume Trend		Indicated Divd. Rate		Latest Report			Latest Quarter						Year-to-Date					
	1-11-85														New			Revenue		Net Income		E.P.S.		Revenue		Net Income		E.P.S.	
Company and Market	Close	Amt.	Pct.	High	Low	High	Low	Total	% Out	As % Out	Change	P/E Ratio	Amt.	Yld.	Report	Period	Date Ended	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.
-	$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	%	$Mil	%	$	%	$Mil	%	$Mil	%	$	%
Food-Service Operators																													
A&M Food Svcs O	4.50	.50	12.5	4.63	4.38	8.25	3.50	208	.58	.39	48.7	12.9	.00	.0	—	9 mos.	09-84	8.1	26.6	.4	.0	.11	- 26.7	22.1	28.5	1.1	22.2	.30	- 14.3
AcapRs O	4.25	.38	9.7	4.50	3.88	6.00	3.50	136	.55	.68	- 19.1	17.0	.00	.0	—	fiscal	10-84	10.3	5.1	.3	NE	.11	NE	38.6	1.8	.6	NE	.25	NE
Amer Rest O	3.13	.25	8.7	3.50	2.88	6.00	2.38	122	.54	1.08	- 50.0	16.4	.00	.0	—	9 mos.	10-84	4.6	21.1	.1	.0	.02	- 71.4	13.6	20.4	.3	.0	.12	- 40.0
Assoc Hosts M	13.88	- .25	- 1.8	14.00	13.63	17.13	10.50	875	1.98	3.27	- 39.4	16.3	.12	.9	—	fiscal	09-84	23.3	.9	.8	- 11.1	.19	- 9.5	94.4	6.9	3.8	18.8	.85	18.1
Beefsteak Char A	2.13	.13	6.3	2.13	1.88	4.63	1.75	256	.45	.80	- 43.8	1.6	.00	.0	—	9 mos.	07-84	19.9	- 12.3	(.4)	NC	.07	600.0	68.7	- 6.4	(1.7)	- 100.0	.30	3.4
Bob Evans Farms M	18.00	.00	.0	18.75	17.50	23.00	14.75	597	.37	.60	- 38.3	17.5	.30	1.7	—	6 mos.	10-84	58.1	12.6	4.6	9.5	.28	12.0	112.1	13.3	9.0	8.4	.55	10.0
Calibre Cp M	2.00	.25	14.3	2.00	1.75	9.00	1.75	34	.11	.31	- 64.5	NE	.00	.0	—	fiscal	07-84	1.1	- 31.3	(.6)	NC	(.20)	- 100.0	11.5	82.5	(1.5)	- 100.0	(.51)	- 100.0
Calny Food M	8.88	.38	4.4	8.88	8.13	10.75	7.25	1,329	2.93	2.03	44.3	14.1	.16	1.8	—	9 mos.	11-84	13.6	24.8	.9	80.0	.19	46.2	38.6	18.0	2.3	53.3	.50	28.2
Capt Crab M	1.63	.13	8.3	1.75	1.38	6.13	1.38	1,541	1.35	1.37	- 1.5	NE	.00	.0	—	9 mos.	0E-84	2.6	550.0	(.5)	NC	(.04)	NC	3.7	208.3	(.6)	NC	(.05)	NC
Carrols Cp N	9.00	.38	4.3	9.13	8.63	10.38	7.13	603	.78	.58	34.5	12.9	.07	.8		6 mos.	11-84	36.3	23.5	1.8	63.6	.22	22.2	74.6	21.3	3.9	34.5	.50	4.2
Chi-Chi's M	13.00	.13	1.0	13.13	12.75	24.25	10.00	6,666	2.48	3.91	- 36.6	19.4	.00	.0	—	6 mos.	10-84	52.3	40.6	4.5	2.3	.16	- 15.8	97.5	34.1	9.5	18.8	.35	2.9
Chilis Inc O	21.00	.13	.6	21.25	20.38	24.25	12.75	1,524	3.39	4.24	- 20.0	35.6	.00	.0	—	3 mos.	09-84	15.0	47.1	.9	125.0	.21	75.0	15.0	47.1	.9	125.0	.21	75.0
Churchs Fr Ch N	32.38	2.38	7.9	32.63	29.75	32.63	21.25	8,105	4.31	1.74	147.7	16.9	.80	2.5	—	9 mos.	09-84	124.8	13.0	10.4	- 2.8	.55	- 1.8	355.5	17.4	28.1	19.6	1.49	21.1
Collins Foods N	16.63	2.00	13.7	16.75	14.38	16.94	9.91	2,287	2.62	1.43	83.2	13.0	.16	1.0	—	6 mos.	10-84	114.8	16.5	5.1	15.9	.39	14.7	229.9	20.3	9.9	19.3	.75	15.4
Concept Dev O	8.50	1.25	17.2	8.75	7.00	17.69	5.75	3,427	6.63	1.87	254.5	16.3	.00a	.0	—	3 mos.	09-84	10.9	19.8	.0	- 100.0	.00	- 100.0	10.9	19.8	.0	- 100.0	.00	- 100.0
Consol Prdts M	5.13	- .13	- 2.4	5.13	5.00	9.25	4.75	29	.08	.40	- 80.0	14.6	.00	.0	—	fiscal	09-84	17.3	14.6	.6	20.0	.16	45.5	68.7	8.4	1.3	.0	.35	20.7
Consul Restaurant M	5.88	.13	2.2	6.00	5.75	14.75	4.50	480	1.07	2.50	- 57.2	97.9	.00	.0	—	6 mos.	11-84	20.9	32.3	(.4)	- 100.0	(.11)	- 100.0	42.0	32.9	(.4)	- 100.0	(.10)	- 100.0
Cracker Barrel M	14.25	.25	1.8	14.50	13.88	23.50	11.75	420	1.18	1.82	- 35.2	15.2	.14	1.0	—	3 mos.	10-84	16.6	18.6	.8	.0	.26	- 13.3	16.6	18.6	.8	.0	.26	- 13.3
Cucos Inc O	3.25	.25	8.3	3.75	3.00	5.00	2.75	100	.89	.55	61.8	17.1	.00	.0	—	9 mos.	03-84	.7	NC	.1	NC	.03	NC	2.1	NC	.1	NC	.10	NC
Denny's Inc N	42.25	.13	.3	42.50	42.00	42.50	30.25	5,931	3.83	4.09	- 6.4	15.9	.72	1.7	—	3 mos.	09-84	326.4	1.9	12.1	- 12.3	.75	- 11.8	326.4	1.9	12.1	- 12.3	.75	- 11.8
Diversifoods M	9.00	.00	.0	9.13	8.63	18.00	8.00	12,764	3.81	7.90	- 51.8	9.9	.26	2.9	—	9 mos.	09-84	148.8	16.0	7.0	- 26.3	.21	- 25.0	420.7	17.1	22.2	- 9.8	.66	- 10.8
DLites Of Amer O	15.38	2.63	20.6	15.50	13.25	15.38	11.50	2,357	4.82	2.42	99.2	NM	.00	.0	—	6 mos.	09-84	2.3	53.3	.1	.0	.04	100.0	4.7	62.1	.1	.0	.05	25.0
Dunkin Donuts M	23.13	.00	.0	23.25	22.38	26.25	18.13	1,161	2.44	1.07	128.0	12.4	.32	1.4	—	fiscal	10-84	23.9	18.3	2.1	10.5	.43	16.2	90.3	16.5	9.1	15.2	1.87	15.4
El Chico M	7.75	.13	1.6	7.88	7.25	14.13	7.25	998	2.15	1.26	70.6	9.8	.00	.0	—	6 mos.	11-84	20.1	4.7	.9	.0	.19	- 5.0	41.2	7.3	1.8	.0	.39	- 2.5
El Torito Rest N	11.50	.25	2.2	11.63	11.38	14.63	9.00	340	.31	.30	3.3	12.5	.00	.0	—	9 mos.	09-84	65.9	17.3	4.1	17.1	.35	25.0	189.0	20.5	9.0	32.4	.78	44.4
Fast Food Oper O	.94	.00	.0	1.06	0.94	2.25	.69	264	.45	1.36	- 66.9	15.6	.00	.0	—	fiscal	12-83	1.6	33.3	.1	.0	.02	.0	6.1	32.6	.3	.0	.06	20.0
Flakey Jakes M	6.13	- .25	- 3.9	6.13	5.13	9.13	4.25	3,135	4.50	1.78	152.8	NE	.00	.0	—	9 mos.	09-84	3.3	371.4	(.3)	NE	(.05)	NE	6.6	340.0	(.7)	NE	(.11)	NE
Fresher Cooker O	4.13	- .63	- 13.2	4.75	4.13	6.75	4.13	73	.43	.40	7.5	NE	.00	.0	—	fiscal	12-83	NC	NC	NC	NC	NC	NC	2.4	- 4.0	(.9)	NE	(.54)	NE
Frisch's A	17.25	1.63	10.4	17.25	15.88	17.25	12.00	82	.19	.16	18.8	15.8	.22	1.3	—	3 mos.	08-84	40.5	7.4	1.7	.0	.38	- 5.0	40.5	7.4	1.7	.0	.38	- 5.0
Fuddruckers Inc M	10.88	2.00	22.5	10.88	8.50	16.50	8.50	3,681	5.66	2.24	152.7	NM	.00	.0		9 mos.	09-84	7.2	NC	.6	NC	.09	NC	16.9	333.3	.0	- 100.0	.00	NE
Garcias Scot M	2.44	.31	14.7	2.50	2.06	8.13	1.63	903	1.51	2.24	- 32.6	NE	.00	.0	—	9 mos.	09-84	12.3	39.8	(.5)	NE	(.08)	NE	42.0	51.6	(.5)	NE	(.08)	NE
Good Taco M	.44	- .06	- 12.5	0.50	0.44	7.00	.25	408	1.38	2.58	- 46.5	NE	.00	.0	—	6 mos.	06-84	.4	100.0	(.3)	NE	(.11)	NE	.8	166.7	(.6)	NE	(.24)	NE
Hamburg Hamlet O	12.75	.00	.0	13.25	12.75	12.75	9.75	7	.10	.15	- 33.3	11.0	.00	.0	—	fiscal	03-84	9.3	2.2	.2	NE	.30	NE	35.5	4.4	.8	NE	1.16	NE
Hungry Tiger M	4.88	.75	18.2	5.13	4.13	9.00	3.63	409	1.45	1.33	9.0	27.1	.00	.0	—	fiscal	06-84	14.9	- 11.8	(.2)	NE	(.05)	NE	67.3	5.5	.5	NC	.18	NC
Intl Dairy Queen O	40.50	.00	.0	41.50	40.50	41.00	32.50	37	.18	.13	38.5	11.7	.00	.0	—	9 mos.	06-84	40.8	8.2	(26.5)	- 100.0	1.61	15.8	106.5	14.3	6.7	8.1	3.03	20.2
Intl King Tab M	16.88	.38	2.3	17.25	16.25	17.28	11.38	1,288	4.52	1.73	161.3	12.6	.00a	.0	—	3 mos.	09-84	19.2	6.7	1.1	37.5	.36	24.1	19.2	6.7	1.1	37.5	.36	24.1
JB's Rest M	14.00	- .13	- .9	14.25	14.00	16.25	10.38	282	1.24	1.28	- 3.1	11.5	.20	1.4	—	fiscal	09-84	19.6	43.1	1.0	42.9	.42	35.5	68.3	28.1	2.9	31.8	1.22	22.0
Jerrico Inc M	16.75	.00	.0	16.88	16.38	18.50	11.88	2,310	1.47	3.17	- 53.6	12.9	.12	.7	—	3 mos.	09-84	131.9	7.6	6.3	6.8	.39	5.4	131.9	7.6	6.3	6.8	.39	5.4
Kapok Cp A	2.63	- .25	- 8.7	2.88	2.50	5.63	1.13	166	.74	2.72	- 72.8	NE	.00	.0	—	fiscal	09-83	3.1	72.2	(4.6)	NE	(.33)	NE	12.3	7.9	(2.7)	NE	(1.29)	NE
Karcher Carl M	14.25	.13	.9	14.25	13.50	31.50	13.50	1,358	1.92	3.03	- 36.6	8.8	.00	.0	—	6 mos.	07-84	80.7	17.1	3.3	- 2.9	.50	8.7	178.8	19.5	6.9	3.0	.98	7.7
Kelly-Johnston M	2.25	.38	20.0	2.50	1.81	13.63	.75	11,320	13.27	6.51	103.8	NE	.00	.0	—	3 mos.	06-84	28.3	155.0	(3.7)	- 100.0	(.44)	- 100.0	28.3	155.0	(3.7)	- 100.0	(.44)	- 100.0
Luby's Cafe N	27.00	.00	.0	27.25	26.75	32.00	23.63	814	.67	.48	39.6	18.9	.54	2.0	—	fiscal	08-84	48.7	32.7	5.0	28.2	.41	28.1	174.9	23.7	17.4	25.2	1.43	24.3
Marcus Corp M	14.13	- .13	- .9	14.25	13.88	15.25	11.38	159	.31	.22	40.9	9.7	.28	2.0	—	3 mos.	08-84	33.5	2.8	2.8	3.7	.55	1.9	33.5	2.8	2.8	3.7	.55	1.9
Marriott Corp N	74.63	1.13	1.5	76.00	73.38	80.25	58.50	2,070	.81	.63	28.6	16.5	.54	.7	—	9 mos.	09-84	834.2	11.7	35.6	- 2.7	1.33	.8	2402.7	15.1	92.6	10.0	3.41	12.2
Maverick Rest O	2.88	.13	4.5	3.00	2.75	7.00	2.25	235	.47	.61	- 23.0	22.1	.00	.0	—	9 mos.	10-84	3.0	NC	.1	NC	.03	NC	8.3	NC	.6	NC	.13	NC
McDonald's Cp N	54.63	2.63	5.0	54.75	51.75	55.88	40.84	11,524	1.31	1.09	20.2	12.8	.82	1.5	—	9 mos.	09-84	944.7	8.3	114.3	13.6	1.29	14.2	2555.0	12.1	297.9	13.4	3.36	14.7
Morrison Inc M	16.38	- .38	- 2.2	16.63	16.38	19.00	13.13	1,897	1.39	1.11	25.2	10.7	.48	2.9	—	3 mos.	08-84	117.9	5.6	4.9	11.4	.36	16.1	117.9	5.6	4.9	11.4	.36	16.1
Mr Steak O	1.88	.00	.0	2.00	1.75	3.28	1.13	386	.81	1.01	- 19.8	NE	.00	.0	—	9 mos.	06-84	17.1	2.4	(.5)	- 100.0	(.12)	- 100.0	49.8	12.2	(.5)	- 100.0	(.11)	- 100.0
Nankin Express O	1.00	- .25	- 20.0	1.25	1.00	3.25	1.00	506	2.26	.92	145.7	NE	.00	.0		9 mos.	10-84	.3	50.0	(.3)	NC	(.10)	NE	.7	40.0	(.6)	NE	(.25)	NE
Nathans O	2.88	.38	15.0	3.13	2.63	2.88	1.78	575	2.58	.80	222.5	11.1	.00a	.0	—	3 mos.	06-84	6.1	13.0	.4	100.0	.18	63.6	6.1	13.0	.4	100.0	.18	63.6
Natl Pizza O	7.75	.00	.0	8.50	7.75	9.75	7.50	92	.17	.23	- 26.1	10.2	.00	.0	—	6 mos.	09-84	10.4	8.3	.9	- 18.2	.19	- 17.4	20.5	10.8	2.0	- 9.1	.41	- 6.8
Naugles Inc M	5.50	- .13	- 2.2	5.63	5.25	19.00	5.25	997	2.15	2.63	- 18.3	NE	.00	.0		3 mos.	09-84	38.3	11.0	.4	- 66.7	.10	- 60.0	38.3	11.0	.4	- 66.7	.10	- 60.0
1 Potato 2 O	1.88	- .50	- 21.1	2.38	1.88	12.50	1.88	295	1.35	1.10	22.7	37.5	.00	.0	—	6 mos.	06-84	3.3	NC	(.6)	NC	(.25)	NC	7.1	NC	(1.0)	NC	(.44)	NC

Reporting Period

3 mos. - First quarter of fiscal year
6 mos. - First six months of fiscal year
9 mos. - First nine months of fiscal year
fiscal - Fiscal year
NEW - New report since last issue

General Field Footnotes

NA - Not available or not applicable.
NC - Data required for calculation currently incomplete in our files.
NE - Negative earnings invalidate calculations.
NM - No meaningful figure.
a - Under dividend amount, an 'a' indicates a stock dividend.
b - Indicates cash plus stock dividend when applied to dividend amount column.

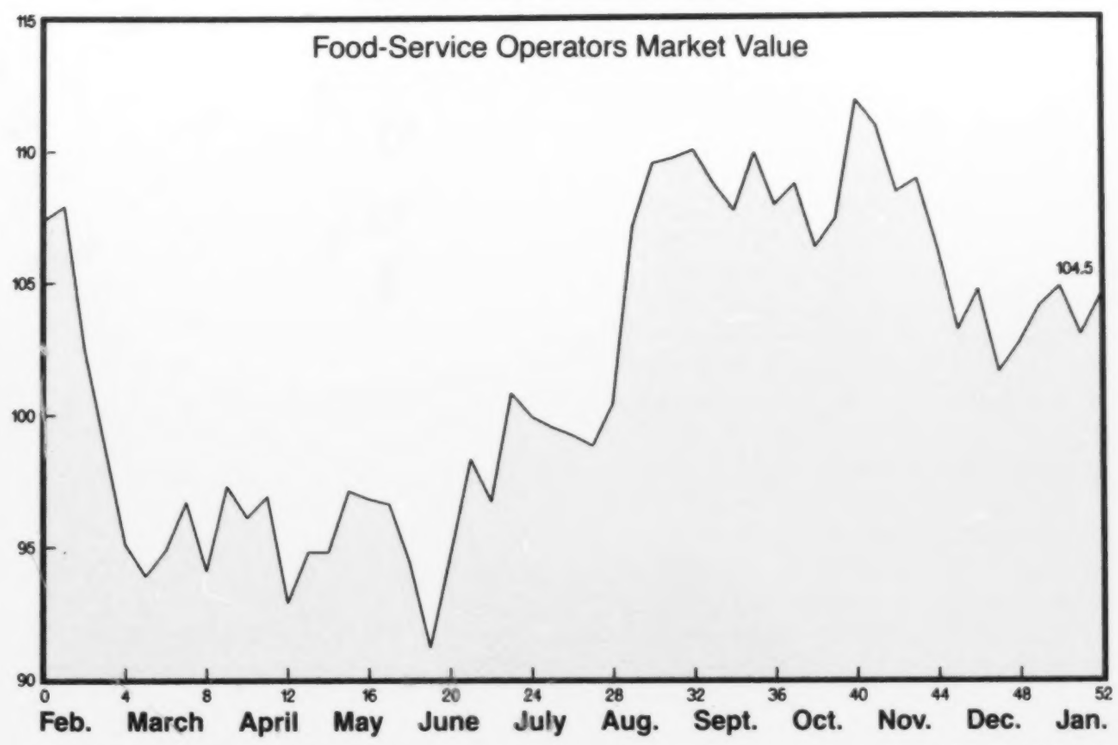
Market

N - New York Stock Exchange
A - American Stock Exchange
O - NASDAQ Over-the-Counter
M - NASDAQ National Market

Data and Table Provided by Media General Financial Services, Inc., Richmond, Virginia 23219

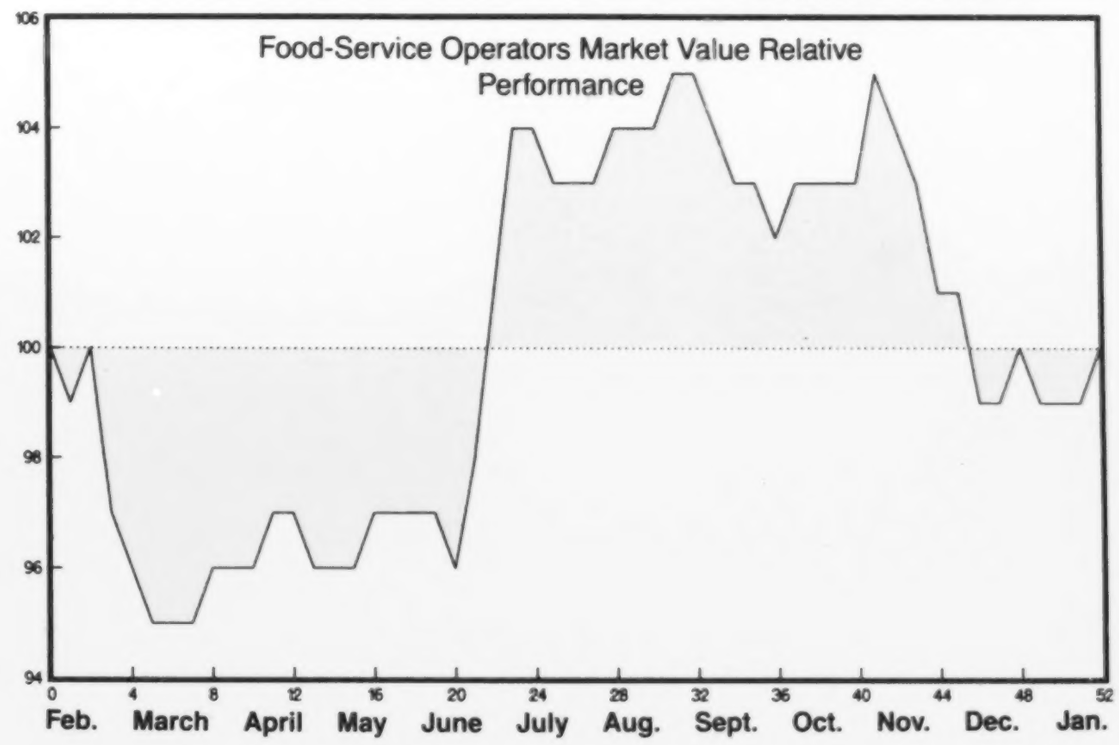
FOOD-SERVICE CHAIN STOCK ANALYSIS TABLE

NRN *STOCK INDEX*



Source: Media General Financial Services

NRN *STOCK INDEX VS. DOW JONES INDEX*



Oct. 28, 1983 = 100

		Stock Market												Financial Update															
		Price						Volume																					
		1-11-85	Weekly Change		Weekly Range		52-Week Range		Weekly Shares Traded		12-Week Avg. Vol.	Volume Trend	P/E	Indicated Divd. Rate		Latest Report			Latest Quarter						Year-to-Date					
																			Revenue		Net Income		E.P.S.		Revenue		Net Income		E.P.S.	
Company and Market		Close	Amt.	Pct.	High	Low	High	Low	Total	% Out	As % Out	Change	Ratio	Amt.	Yld.	New Report	Period	Ended	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.	Amt.	Chg.
-		$	$	%	$	$	$	$	(100)	%	%	%	-	$	%	-	-	-	$Mil	%	$Mil	%	$	%	$Mil	%	$Mil	%	$	%
Old Fashion Fd	O	4.00	- .50	- 11.1	4.75	4.00	7.25	4.00	90	.64	.44	45.5	7.3	.00	.0	-----	3 mos.	08-84	3.3	37.5	.2	.0	.13	- 13.3	3.3	37.5	.2	.0	.13	- 13.3
Pancho Mex Buffet	M	7.75	.00	.0	7.88	7.63	8.00	5.88	197	.69	.78	- 11.5	14.1	.13	1.7	-----	fiscal	09-84	8.8	22.2	.5	.0	.19	11.8	31.6	25.9	1.5	25.0	.55	27.9
Peoples Rest	M	.56	.19	50.0	0.56	0.44	7.75	.25	1,270	1.48	7.01	- 78.9	NE	.00	.0	-----	fiscal	06-84	NC	NC	(27.6)	- 100.0	(3.30)	- 100.0	30.6	12.1	(29.6)	- 100.0	(3.54)	- 100.0
Piccadilly Caf	M	18.25	.13	.7	18.50	17.75	24.25	14.00	437	.72	1.04	- 30.8	11.3	.60	3.3	-----	3 mos.	09-84	46.4	13.7	2.7	92.9	.45	95.7	46.4	13.7	2.7	92.9	.45	95.7
Pizza Inn	A	8.88	.63	7.6	9.13	8.25	13.75	6.88	276	.91	1.16	- 21.6	8.6	.08	.9	-----	9 mos.	09-84	48.6	24.6	.6	- 33.3	.20	- 33.3	135.6	21.7	2.5	- 13.8	.81	- 12.9
Po-Folks	M	10.63	.50	4.9	10.88	10.00	16.63	8.75	246	.56	1.03	- 45.6	14.2	.00	.0	-----	fiscal	09-84	31.3	46.9	1.0	150.0	.23	109.1	107.1	53.4	3.3	153.8	.75	102.7
Ponderosa Sys	N	13.75	.75	5.8	13.88	13.00	24.88	11.50	1,789	1.86	3.36	- 44.6	8.0	.40	2.9	-----	9 mos.	11-84	122.8	33.8	2.3	109.1	.22	69.2	366.8	32.0	11.5	32.2	1.28	18.5
Primo Inc	O	2.63	.00	.0	2.75	2.50	7.00	2.38	134	.48	1.55	- 69.0	23.9	.00	.0	-----	6 mos.	03-84	1.0	NC	.1	NC	.03	NC	2.0	NC	.2	NC	.06	NC
Rax Restaurants	M	9.00	- .75	- 7.7	9.88	8.75	18.50	8.75	1,665	2.63	1.26	108.7	13.2	.00	.0	-----	fiscal	07-84	26.9	18.5	1.7	30.8	.27	3.8	92.9	27.4	4.2	61.5	.68	19.3
Rest Assoc	A	5.50	- .25	- 4.3	6.00	5.50	9.50	5.50	619	2.21	1.13	95.6	7.7	.00	.0	-----	9 mos.	09-84	35.0	- 4.1	.4	- 33.3	.14	- 39.1	97.8	- 7.3	1.0	- 23.1	.35	- 30.0
Restaurant Sys	M	13.00	.00	.0	13.00	12.25	14.25	9.00	218	.94	.67	40.3	15.3	.00	.0	-----	9 mos.	09-84	8.6	17.8	.6	50.0	.25	25.0	27.9	26.2	1.6	60.0	.68	23.6
Ritzys G D	M	2.00	- .06	- 3.0	2.00	1.88	9.00	1.75	317	.61	1.37	- 55.5	NE	.00	.0	-----	9 mos.	09-84	4.4	83.3	(.5)	NE	(.11)	NE	10.6	103.8	(1.6)	NE	(.31)	NE
Rusty Pelican	M	13.00	- .38	- 2.8	13.00	12.75	18.25	11.38	255	.92	2.71	- 66.1	15.3	.00	.0	-----	fiscal	07-84	11.9	101.7	.7	600.0	.32	220.0	36.5	35.7	1.8	100.0	.85	60.4
Ryans Fam Steak	M	19.50	.75	4.0	19.75	18.75	23.25	15.50	1,115	2.59	2.04	27.0	28.3	.00	.0	-----	9 mos.	09-84	7.8	47.2	.7	40.0	.17	30.8	22.7	66.9	2.3	64.3	.53	47.2
Saga Corp	N	31.00	- 1.00	- 3.1	32.38	30.00	35.50	24.63	2,756	2.12	1.04	103.8	12.6	.44	1.4	-----	3 mos.	09-84	271.6	14.9	5.7	32.6	.42	20.0	271.6	14.9	5.7	32.6	.42	20.0
Sandwich Chef	M	8.50	.50	6.3	8.50	7.75	11.75	6.75	102	.79	.82	- 3.7	14.7	.00	.0	-----	3 mos.	09-84	6.9	13.1	.2	.0	.16	23.1	6.9	13.1	.2	.0	.16	23.1
Sea Galley	M	6.88	- .38	- 5.2	7.00	6.50	11.00	6.50	948	2.41	2.22	8.6	4.9	.00	.0	-----	9 mos.	09-84	15.7	- 14.2	3.0	900.0	.76	1420.0	48.3	- 11.9	5.3	657.1	1.35	694.1
Shoney's Inc	M	32.38	.75	2.4	32.63	31.38	35.13	20.00	1,132	.55	.88	- 37.5	23.5	.15	.5	-----	9 mos.	07-84	117.8	24.9	8.2	26.2	.39	25.8	360.0	22.4	21.9	28.1	1.06	24.7
Shoney's South	M	13.50	.50	3.8	13.50	13.00	16.59	11.00	96	.17	.59	- 71.2	11.4	.00	.0	-----	9 mos.	09-84	40.1	14.2	1.8	12.5	.32	18.5	127.3	17.2	5.8	48.7	1.00	23.5
SIS Cp	M	4.00	- .25	- 5.9	4.25	4.00	8.75	3.25	20	.13	.83	- 84.3	28.6	.00	.0	-----	fiscal	12-83	1.5	114.3	.0	NC	.01	.0	4.5	87.5	.2	NC	.14	1300.0
Sizzler Rest Intl	M	16.13	.88	5.7	16.50	15.00	18.75	8.75	232	.34	.40	- 15.0	12.9	.00	.0	-----	3 mos.	07-84	40.0	11.7	2.5	25.0	.37	27.6	40.0	11.7	2.5	25.0	.37	27.6
Skippers	M	11.25	.88	8.4	11.38	10.38	11.25	8.00	449	1.65	1.12	47.3	13.7	.06	.5	-----	9 mos.	09-84	14.5	25.0	.5	25.0	.18	20.0	42.3	25.1	1.6	14.3	.60	1.7
So Hospitality	M	4.13	- .13	- 2.9	4.13	4.00	5.00	3.75	527	1.10	1.44	- 23.6	12.1	.00	.0	-----	3 mos.	08-84	10.7	33.8	.4	33.3	.08	14.3	10.7	33.8	.4	33.3	.08	14.3
Taco Viva	M	8.25	.00	.0	8.25	7.75	9.50	7.00	192	.84	.64	31.3	19.6	.00	.0	-----	3 mos.	08-84	6.6	94.1	.3	50.0	.14	16.7	6.6	94.1	.3	50.0	.14	16.7
TGI Friday's	N	9.63	1.00	11.6	9.63	8.88	15.25	7.88	1,050	.92	.99	- 7.1	16.3	.00	.0	-----	9 mos.	09-84	72.9	15.2	2.2	- 37.1	.13	- 40.9	209.4	20.0	8.7	.0	.48	- 11.1
TGIF Texas	O	2.25	.00	.0	2.75	2.25	5.50	2.25	33	.22	.23	- 4.3	NE	.00	.0	-----	3 mos.	03-84	2.6	18.2	(.1)	NC	(.07)	- 100.0	2.6	18.2	(.1)	NC	(.07)	- 100.0
Transworld	N	29.88	1.25	4.4	30.00	28.75	33.53	23.63	11,079	3.93	2.92	34.6	4.2	.40	1.3	-----	9 mos.	09-84	511.4	4.2	36.3	64.3	1.12	143.5	1479.1	7.1	85.5	89.6	2.39	NE
USACafes	M	3.75	.50	15.4	4.00	3.25	5.00	2.75	167	.33	.35	- 5.7	NA	.00	.0	-----		00-00	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA
Vicorp Restaurants	M	15.00	.13	.8	15.00	14.38	20.75	13.25	2,673	4.02	2.62	53.4	11.4	.12	.8	-----	fiscal	10-84	87.2	143.6	2.9	52.6	.45	40.6	242.3	158.3	8.7	81.3	1.32	55.3
Victoria Stations	M	3.00	.00	.0	3.00	2.75	8.00	2.13	454	1.28	5.63	- 77.3	NE	.00	.0	-----	6 mos.	09-84	22.2	- 3.5	(1.7)	NE	(.47)	NE	45.9	- 3.6	(2.5)	NE	(.70)	NE
Wendys Intl	N	16.88	.13	.7	17.13	16.63	20.50	13.13	13,362	2.45	1.33	84.2	14.1	.28	1.7	-----	9 mos.	09-84	249.0	31.1	18.8	16.8	.34	13.3	694.9	34.1	51.1	26.5	.93	25.7
Wstn Steer	O	9.00	.00	.0	10.00	9.00	12.00	9.00	0	.00	.40	-100.0	15.8	.20	2.2	-----	9 mos.	11-84	11.2	24.4	.1	- 80.0	.05	- 87.5	31.0	25.5	.5	- 44.4	.38	- 54.2
Winners Cp	N	6.75	.00	.0	7.00	6.63	14.88	5.13	346	.79	2.41	- 67.2	13.8	.00	.0	-----	9 mos.	09-84	27.3	14.2	.2	- 75.0	.05	- 72.2	79.7	26.5	1.3	- 35.0	.30	- 31.8
Hotels, Motels, and Casinos																														
Brock Hotel Cp	N	4.00	.63	18.5	4.00	3.25	7.38	2.63	1,398	1.06	1.67	- 36.5	NE	.10	2.5	-----	9 mos.	09-84	60.0	- 26.7	(25.6)	NE	(1.95)	NE	211.0	- 10.6	(29.4)	NE	(2.00)	NE
Hilton Hotels	N	57.50	.88	1.5	57.88	56.50	58.38	45.50	1,643	.63	.99	- 36.4	23.0	1.80	3.1	-----	9 mos.	09-84	205.4	24.4	24.3	- 45.8	.93	- 44.3	504.9	3.1	68.0	- 22.3	2.56	- 21.5
Holiday Inns	N	46.50	3.63	8.5	47.25	42.88	51.50	35.25	36,468	10.19	2.01	407.0	13.6	.90	1.9	-----	9 mos.	09-84	473.9	6.2	49.7	4.2	1.37	9.6	1328.9	11.5	110.4	1.3	3.00	4.9
Prime Mtr Inn	N	25.75	.50	2.0	25.75	24.88	25.75	16.00	1,265	.87	.59	47.5	21.5	.12	.5	-----	fiscal	06-84	22.1	29.2	4.6	27.8	.32	18.5	72.5	45.0	17.3	36.2	1.20	21.2
Ramada Inns	N	6.25	.88	16.3	6.63	5.38	10.38	5.13	15,913	4.28	1.61	165.8	20.8	.00	.0	-----	9 mos.	09-84	156.3	- 3.5	6.0	- 65.5	.16	- 67.3	448.0	2.3	6.8	74.4	.18	1700.0
Servico Inc	M	15.25	- .75	- 4.7	16.00	15.25	22.28	12.28	79	.23	.43	- 46.5	11.5	.00a	.0	-----	6 mos.	06-84	47.3	21.3	1.9	- 9.5	.55	- 9.8	90.2	24.8	2.8	47.4	.81	44.6
Sonesta Intl	O	19.50	.00	.0	21.50	19.50	19.50	17.50	8	.05	.03	66.7	NE	.40	2.1	-----	6 mos.	06-84	24.0	12.1	2.1	- 4.5	1.38	.7	39.5	9.1	.0	- 100.0	(.03)	- 100.0
Other Companies with Food-Service Operations																														
Allegheny Bev	M	16.75	.38	2.3	17.00	16.38	20.00	13.50	380	.63	1.03	- 38.8	11.0	.40	2.4	-----	9 mos.	09-84	167.3	27.2	2.4	- 11.1	.38	- 9.5	486.1	23.2	7.1	- 12.3	1.10	- 12.0
Ch Full O Nut	N	7.75	- .38	- 4.6	8.25	7.63	14.56	7.63	320	.69	.79	- 12.7	86.1	.48	6.2	-----	fiscal	09-84	30.5	10.1	(.9)	- 100.0	(.19)	- 100.0	117.4	5.2	.4	- 91.1	.09	- 89.7
Disney, Walt	N	63.25	3.88	6.5	63.38	59.63	68.50	45.25	7,991	2.37	1.58	50.0	23.2	1.20	1.9	-----	fiscal	09-84	463.2	27.6	12.1	- 50.6	.38	- 45.7	1656.0	26.7	97.8	4.9	2.73	1.1
Esteban Foods	O	1.25	.00	.0	1.38	1.13	4.00	1.13	186	.79	.88	- 10.2	NM	.00	.0	-----	9 mos.	09-84	3.5	34.6	.0	NC	.02	.0	9.8	25.6	(.1)	- 100.0	(.02)	- 100.0
Gen Mills	N	48.13	- 1.25	- 2.5	49.38	47.75	60.00	41.63	5,357	1.19	1.13	5.3	11.5	2.24	4.7	-----	6 mos.	11-84	1559.4	2.6	55.6	- 31.9	1.23	- 28.1	2945.8	1.7	109.7	- 28.9	2.43	- 24.8
Horn & Hardart	A	10.25	.13	1.2	10.38	9.75	21.19	8.63	1,587	1.28	1.55	- 17.4	11.9	.00a	.0	-----	9 mos.	09-84	85.8	6.6	.5	- 87.8	.00	- 100.0	265.9	11.1	6.6	- 27.5	.49	- 31.9
Ogden Corp	N	28.25	.13	.4	28.38	27.00	30.25	24.13	1,677	.88	.80	10.0	12.8	1.80b	6.4	-----	9 mos.	09-84	512.8	23.7	8.2	- 44.6	.46	- 38.7	1612.4	28.5	31.4	- 23.0	1.63	- 21.3
PepsiCo Inc	N	41.00	- 1.13	- 2.7	42.13	40.63	45.75	34.50	12,195	1.30	.94	38.3	12.0	1.68	4.1	-----	9 mos.	09-84	1934.3	8.0	108.6	14.2	1.14	14.0	5425.9	13.3	247.6	19.7	2.61	19.2
Pillsbury Co	N	43.00	- .25	- .6	43.88	41.25	45.75	33.00	5,541	1.28	.63	103.2	10.7	1.56	3.6	-----	3 mos.	08-84	1023.5	10.1	38.9	11.8	.90	12.5	1023.5	10.1	38.9	11.8	.90	12.5
Vie de France	M	11.75	- .25	- 2.1	11.88	11.50	15.25	10.50	739	.68	.57	19.3	19.9	.23	2.0	-----	3 mos.	09-84	14.2	19.3	1.4	16.7	.13	8.3	14.2	19.3	1.4	16.7	.13	8.3

Reporting Period

3 mos. - First quarter of fiscal year
6 mos. - First six months of fiscal year
9 mos. - First nine months of fiscal year
fiscal - Fiscal year
NEW - New report since last issue

General Field Footnotes

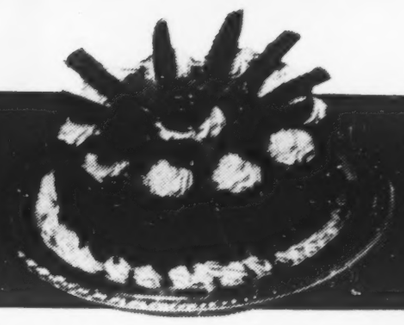
NA - Not available or not applicable.
NC - Data required for calculation currently incomplete in our files.
NE - Negative earnings invalidate calculations.
NM - No meaningful figure.
a - Under dividend amount, an 'a' indicates a stock dividend.
b - Indicates cash plus stock dividend when applied to dividend amount column.

Market

N - New York Stock Exchange
A - American Stock Exchange
O - NASDAQ Over-the-Counter
M - NASDAQ National Market

Data and Table Provided by Media General Financial Services, Inc., Richmond, Virginia 23219

Desserts take spotlight as critical check builders
—Focus/F3-4



NRN profiles Harris Machus: The Silver Fox of food service
—Focus/F6

Nation's Restaurant News®

The Weekly Newspaper of the Food-Service Industry

Vol. 19, No. 5 | **Published every Monday by Lebhar-Friedman Inc.; $1 a copy, $18 a year** | **January 28, 1985**

CHEFS' SALARIES

	Low (1,000's)	Median (1,000's)	High (1,000's)
Hospitality			
Executive Chef	22-30	31-45	46-80
Chef	19-23	24-32	32-44
Sous Chef	18-23	24-26	27-35
Pastry Chef	18-25	26-32	33-42
Restaurant/Fast Food			
Executive Chef or Chef	23-48	29-35	36-50
Sous Chef	18-23	24-28	29-35
Garde Manger	16-20	20-21	22-26
Pastry Chef	19-21	23-26	28-33

Source: Roth Young 1984 Wage and Salary Review

Taste of Inaugural

Independents shine at Washington gala

By Paul Frumkin

WASHINGTON — Restaurateurs, chefs and caterers from across the country were in the forefront of the action as they worked around the clock to help turn Ronald Reagan's four-day victory celebration here into one of the more memorable inaugurations in recent history.

For the first time, the industry's participation—which for the most part had always been kept well out of the spotlight—was highly conspicuous in nearly every aspect of the long weekend, from the opening public events on Friday afternoon, through the nine exclusive inaugural balls Monday night.

"I have never seen it like this before," said Jean-Claude Nedelec, chef and co-owner of the New York-Washington caterers, Glorious Foods. "Food usually takes a backseat. This year it's right up in the forefront."

Michael Comisar, owner of the Maisonette in Cincinnati, observed that it was important that the food-service industry "show a strong presence . . . at the inauguration," and throughout the weekend,

*(See **GALA**, page 69)*

President Ronald Reagan being sworn in by Chief Justice Warren Burger as Nancy Reagan looks on.

Chef search

Hiring the best kitchen hands gets tougher, more expensive

NRN Special Report

Joe Carlucci was only three months away from opening his 160-seat Chicago restaurant, Carlucci's, and he had yet to find an executive chef.

The problem was not a lack of candidates. Carlucci says he received more than 250 applications from chefs who had heard about him.

Nor was the problem salary. He was willing to pay the going rate—in the range of $35,000 to $40,000 annually—plus benefits.

The problem, as Carlucci explains, was qualifications. "I was being extremely picky," he says. "I knew what I wanted in a chef and just wasn't going to compromise."

The days of hiring the first

*(See **CHEFS**, page 12)*

Super Bowl Sunday: Food service scores

By Alan Liddle
San Francisco Bureau

PALO ALTO, Calif. — A relatively small, independent food-service operator proved to the National Football League that he and his crews could handle the demands of feeding 86,000 fans attending Super Bowl XIX at Stanford Stadium.

Jose Placencia, owner of Western Sports Enterprises Inc., which has had food concessions at Stanford University and the University of California at Berkeley since 1980, understood the concern of the NFL, but didn't believe it was warranted.

"If I were in their shoes, I'd

*(See **SUPER**, page 69)*

McD, Circle K mull combo site

Start talks on opening restaurant/c-store complex

By Mark Schoifet

NEW YORK — Circle K, the nation's second-largest convenience chain, is conducting talks with McDonald's on the feasibility of opening a restaurant/c-store complex on a joint site.

Karl Eller, chairman and chief executive of Circle K, recently discussed the venture with two McDonald's executives, Edward H. Schmitt, vice chairman and chief administrative officer, and Wilburn H. Sutherland, vice president and director of real estate.

"They were very interested," Eller said, "because they felt we weren't competitive, except for one area—breakfast. I think what they were worried about is that we served it faster than they did. I know that sounds impossible."

Circle K and McDonald's officials have discussed a joint venture, but no definite plans have been laid.

McDonald's declined to comment on the specific details of the meeting.

"We've made no plans or commitments whatsoever," said Terri Capatosto, McDonald's media supervisor. "We make all real estate decisions on a case-by-case basis."

Eller, who came to Circle K in 1983 after serving as president of Columbia Pictures Communications, said a joint

*(See **TALKS**, page 69)*

INSIDE NRN

TURNING HEADS
Rotisserie cooking gains new converts 21

BOJANGLES' BIGGEST
Chicken chain's 300th unit is a converted Rustler . . .24

INDEX

Sections:		Columns:	
Classified	61-68	Beer, Wine & Spirits	F2
Financial News	70-72	Commodities	4
Food Trends	21	Currents in Cuisine	21
Manufacturer News	50	Dateline D.C.	17
New Products	55	Editor's Corner	7
Opinion	7, 8	Editors' Journal	8
People	49	Inside Purchasing	23
Washington News	17	Spotlight on Finance	72

NEWSPAPER

0006316C N.
MS. JEANNE LONG
CONGRESSIONAL INFO. SERV 457
4520 EAST-WEST HIGHWAY
BETHESDA MD 20814